INTERNATIONAL DISTRIBUTOR QUESTIONNAIRE

I. COMPANY PROFILE OF POTENTIAL DISTRIBUTOR

Company Name: VIAMED LTD.

Street: 15 STATION ROAD, CROSS HILLS

City: KEIGHLEY

Country: UK

Contact Person: RYAN SWAINE

E-Mail Address: RYAN.SWAINE@VIAMED.CO.UK

Homepage: WWW.VIAMED.CO.UK

Telephone Number: +44 1535 634542

Fax Number:

Key Contacts:

Owner: JOHN LAMB / JEAN LAMB

President/General Manager: DEREK LAMB

Sales/Marketing Manager: RYAN SWAINE

Date Company Founded: 22/12/1976

Fiscal Year: From: JANUARY To: DECEMBER

How did you hear about us? ☐ Internet ☑ Exhibition ☐ Other:

II. SALES / MARKETING INFORMATION

Annual Revenue in € (last two years):

2018: GBP £2.3M ≈ €2.8M 2019: GBP £2.5M ≈ €3M

Distribution Network:

Total Company Employees:	21
Sales People:	
Direct Sales force:	8
Service Engineer:	2
Administrative staff:	5

Areas Covered by Distribution Network:

UK AND IRELAND
WE ALSO EXPORT SOME PRODUCTS

Product Portfolio Currently Carried by Distribution Network:

Products:	Manufacturer:
OXYGEN SENSORS / MONITORS	TELEDYNE / ENVITEC / ITG AMBSERT / MAXTEC
FLOWSENSORS	BLUEPOINT MEDICAL
PULSE OXIMETERS	BLUEPOINT MEDICAL
AIR/OXYGEN BLENDERS	MAXTEC
TEMPERATURE PROBES	BLUEPOINT MEDICAL

In which medical disciplines or hospital areas/departments are your representatives active?

- [x] Anaesthesia
- [ ] Radiology
- [x] Pediatrics
- [x] Biomedical
- [x] ICU
- [x] NICU

Which products are you interested in distributing for MIPM?

- ☐ MRI Patient Monitoring: *Tesla* ^{M3}
- ☐ MRI Patient Monitoring: *Tesla* ^{DUO}
- ☑ TOF 3D

Are you able and willing to buy demonstration units?
Yes ☑ No ☐

Are you able to perform repair and maintenance service for MIPM products?
Yes ☑ No ☐

Are you able and willing to send personnel for training to Germany?
Yes ☑ No ☐

Which medical congresses and trade shows are important in your territory?
WE ARE NOT BOOKED TO EXHIBIT AT ANY CONGRESS IN THE UK, AS WE HAVE FOUND IT MORE BENEFICIAL TO FOCUS OUR EFFORTS AND RESOURCES INTO DIRECT MARKETING/SELLING TO THE INDIVIDUAL HOSPITAL DEPARTMENTS.

Will you participate in it?
Yes ☐ No ☐ NO PLANS, BUT WE EVALUATE THIS ON A REGULAR BASIS.

If so, are you able and willing to show MIPM products at these shows?
Yes ☑ No ☐ IF APPLICABLE

How many hospitals are in your sales area?
☐ < 50 ☐ < 100 ☐ < 200 ☑ > 200

How many MRI scanners are in your sales area (incl. private imaging centers)?
☐ < 50 ☐ < 100 ☐ < 200 ☐ > 200

Which competitors are active in your sales area?
THERE IS CURRENTLY A GAP IN THE MARKET FOR A NERVE STIMULATOR, SINCE THE VIAMED MICROSTIM WAS DISCONTINUED.

III. REGULATORY AFFAIRS

Is a regulatory approval required in your country or distribution region?
Yes ☑ No ☐

If so, is CE-Certification or FDA approval sufficient?
Yes ☑ No ☐

If not, are you able and willing to take responsibility for regulatory affairs according the regulatory requirements in your country?
Yes ☐ No ☐

If so, please provide your Importer Establishment Registration Number:

_____

Questionnaire filled by
Name & Title: RYAN SWAINE - INTERNATIONAL SALES MANAGER

Date: 17/2/2020

➔ Please return filled out form to: international@mipm.com